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*11*  
*Conf.*  
~~a heat conductive plate on a second side of said sheet, said plate having a first side in thermal communication with the plurality of contacts through said dielectric sheet, said first side of said plate having a surface area substantially larger than a contact area between the contacts and the dielectric sheet, said plate having a second side adapted to provide thermal contact with the heat conducting surface, whereby heat is transferred from the module to the heat conducting surface.~~

2. The LED module of Claim 1, wherein the contacts are substantially flat and coplanar relative to each other.
3. The LED module of Claim 2, wherein the plate is substantially flat and parallel to the contacts.
4. The LED module of Claim 1, wherein each of the contacts has a portion disposed generally adjacent an edge of the circuit board.
5. The LED module of Claim 4, wherein the plurality of LED packages are disposed adjacent one edge of the circuit board.
6. The LED module of Claim 5, wherein the LED packages comprise lenses for directing light from the LED in a desired direction, and the LED packages are arranged so that light from the LEDs is directed generally parallel to the circuit board.
7. The LED module of Claim 1, wherein the number of contacts is greater than the number of LED packages.
8. The LED module of Claim 7, wherein the number of contacts is one greater than the number of LED packages.
9. The LED module of Claim 1, wherein the surface area of the first side of the plate is greater than a combined surface area of one side of all of the contacts.
10. The LED module of Claim 1, wherein each of the contacts has a bonding area wherein at least one of the leads of an associated LED package is attached to the contact.
11. The LED module of Claim 10, wherein an overall surface of each contact is substantially larger than the bonding area of the contact.
12. The LED module of Claim 1, wherein the heat conducting surface behaves as a heat sink.
13. The LED module of Claim 1, wherein the dielectric layer comprises an epoxy.

14. The LED module of Claim 1, wherein the plate is bendable.
15. The LED module of Claim 1, wherein the plate has a thermal conductivity greater than about 100 W/mK.
16. The LED module of Claim 15, wherein the plate comprises a metal.
17. The LED module of Claim 16, wherein the plate comprises aluminum.
18. The LED module of Claim 15, wherein the plate is electrically non-conductive.
19. The LED module of Claim 1, additionally comprising an electrically non-conductive flexible film disposed adjacent the contacts on a side of the contacts opposite the plate.
20. The LED module of Claim 19, wherein the film comprises reflective film, and the reflective film extends outwardly from the module beyond the LED packages.
21. The LED module of Claim 20, wherein the film is attached to the module with at least one rivet.
22. The LED module of Claim 20 in combination with a second strip of reflective film that is attached to the heat conducting surface adjacent an edge of the circuit board, and the plurality of LED packages is disposed adjacent the edge of the circuit board so that the LED packages are positioned between the first reflective film and the second reflective film.
23. The LED module of Claim 1, wherein the module comprises five pre-packaged, pre-focused LED lamps and six contacts, and the LED lamps are disposed adjacent an edge of the circuit board.
24. The LED module of Claim 23, wherein the module is about .05 inches thick, 1 inch long, and 0.5 inches wide.
25. A self-contained illumination apparatus comprising the LED module of Claim 1 in combination with a heat conductive base plate having a mount tab, and the LED module is mounted onto the mount tab.
26. The self-contained illumination apparatus of Claim 25, wherein the LED module is mounted onto the mount tab with at least one rivet.
27. The self-contained illumination apparatus of Claim 25; wherein the base plate behaves as a heat sink.

28. The self-contained illumination apparatus of Claim 25 additionally comprising a housing substantially surrounding the LED module, the housing having a cavity, and the LED module positioned to direct light out of the cavity.

29. The self-contained illumination apparatus of Claim 25, wherein the apparatus is mounted on a substantially vertical mount surface.

30. The self-contained illumination apparatus of Claim 29, wherein the mount surface comprises an end surface of a row of seats.

31. A channel illumination device comprising a plurality of the LED modules of Claim 1 in combination with at least one channel defined by a plurality of walls and a bottom surface, wherein the LED modules are mounted on at least one of the walls of the channel illumination device.

32. The channel illumination device of Claim 31, wherein the plurality of LED modules are electrically connected in parallel relative to each other.

33. The channel illumination device of Claim 32, wherein the LED modules are spaced at least about  $\frac{1}{2}$  inch from a top surface of the walls.

34. The channel illumination device of Claim 32, wherein the walls and bottom surfaces are coated with a diffusely-reflective coating.

35. The channel illumination device of Claim 32, wherein the modules are arranged to direct substantially all of the light emitted by the LEDs toward the walls and bottom surfaces.

36. The channel illumination device of Claim 35, wherein the walls and bottom surfaces are coated with a diffusely-reflective coating.

37. The channel illumination device of Claim 31, wherein the at least one channel wall comprises a heat conducting surface.

38. (Amended) A low profile modular lighting apparatus for conducting heat away from a light source of the apparatus and to a mounting surface, the apparatus comprising:

C 2  
a plurality of light emitting diodes (LEDs); and  
a circuit board comprising a thermally conductive main body and a plurality of electrically conductive contacts, each of the LEDs electrically communicating with at least one of the contacts in a manner so that the LEDs are configured in a series array;

wherein the plurality of contacts are arranged adjacent a first side of the main body and are in thermal communication with the first side of the main body, the main body electrically insulating the plurality of contacts relative to one another; and

C 2  
*cont* - wherein the circuit board is generally planar and a second side of the main body opposite the first side is generally flat to facilitate heat transfer from the main body to the mounting surface and so that the apparatus has a low profile upon the mounting surface.

S 2  
D 1  
S 3  
D 1  
39. The modular lighting apparatus of Claim 38, wherein the main body is electrically nonconductive.

40. The modular lighting apparatus of Claim 38, wherein the main body is electrically insulated from the contacts.

41. The modular lighting apparatus of Claim 40, wherein the main body is metallic.

42. The modular lighting apparatus of Claim 38, wherein the main body has a thermal conductivity greater than about 100 W/mK.

43. The modular lighting apparatus of Claim 42, wherein the contacts have a thermal conductivity greater than about 100 W/mK.

Please add the following new claims:

C 3  
44. (New) The LED module of Claim 1, wherein the LEDs are configured to direct light in a direction generally coplanar with the circuit board.

45. (New) The LED module of Claim 44, wherein the LEDs are arranged along a side edge of the circuit board.

46. (New) The LED module of Claim 45, wherein the LED packages generally abut the side edge of the circuit board.

47. (New) The apparatus of Claim 38, wherein each of the LEDs electrically communicates with corresponding contacts at an attachment area defined on each contact, and an overall surface of the contact is substantially larger than the attachment area.

48. (New) A lighting apparatus, comprising:

a light emitting diode (LED) module mounted on a heat conductive base plate;  
the LED module comprising:

a plurality of LED packages, each package comprising an LED and at least one lead; and

a circuit board, comprising a thin dielectric sheet, and a plurality of electrically-conductive contacts on a first side of the dielectric sheet, each of the plurality of contacts being configured to mount a lead of an LED package such that the plurality of LEDs is series connected;

the heat conductive base plate being configured to be mounted on a generally vertical surface and comprising a mount tab;

a housing disposed on the base plate and having a generally downwardly directed opening;

wherein the LED module is attached to the mount tab so that the dielectric sheet is disposed between the mount tab and the plurality of contacts, and the mount tab is in thermal communication with the plurality of contacts through the dielectric sheet, whereby heat is transferred from the LED module to the heat conductive base plate, and the base plate is sized and adapted to behave as a heat sink for the heat transferred thereto from the LED module; and

wherein the LED module is arranged so that the LEDs direct light through the generally downwardly directed opening through the housing.

49. (New) The lighting apparatus of Claim 48, wherein the LEDs are arranged to direct light generally in a direction coplanar to the mount tab.

50. (New) The lighting apparatus of Claim 49, wherein the LED packages generally abut a side edge of the mount tab.

51. (New) The lighting apparatus of Claim 50, wherein the mount tab is angled about 20-45° relative to a body of the base plate.

52. (New) The lighting apparatus of Claim 51, wherein the mount tab is angled about 33° relative to the body of the base plate.

53. (New) The lighting apparatus of Claim 48, wherein the LED module comprises a thermally-conductive base member attached to a second side of the dielectric sheet, and the base member is directly attached to the mount tab.

Appl. No.

: 09/693,548

Filed

: October 19, 2000

54. (New) An illuminated signage system, comprising:  
at least one channel defined by a plurality of walls and a bottom surface;  
a translucent lens extending over the channel; and  
a plurality of light emitting diode (LED) modules disposed within the channel and arranged on at least one of the channel walls; the LED modules being electrically connected to one another in parallel, each of the LED modules comprising:  
a plurality of LED packages, each package comprising an LED and at least one lead; and  
a circuit board, comprising a thin dielectric sheet, and a plurality of electrically-conductive contacts on a first side of the dielectric sheet, each of the plurality of contacts being configured to mount a lead of an LED package such that the plurality of LEDs is series connected;  
wherein the LED modules that are attached to the at least one channel wall are mounted so that the dielectric sheet is disposed between the channel wall and the plurality of contacts, and the channel wall is in thermal communication with the plurality of contacts through the dielectric sheet so that heat is transferred from the LED module to the channel wall.

55. (New) The signage system of Claim 54, wherein each of the LED modules additionally comprise a thermally conductive base member connected to a second side of the dielectric sheet, the base member comprising a generally flat mounting surface configured to be connected to the channel wall.

56. (New) The signage system of Claim 54, wherein each of the plurality of LED modules additionally comprises a reflective layer disposed atop the module so that the module is configured to direct light from the LED in a direction generally coplanar to the contacts.

57. (New) The signage system of Claim 56, wherein the LED modules are arranged so that light from the LEDs is directed toward the walls and bottom surface.

58. (New) The signage system of Claim 57, wherein the walls and bottom surface are coated with a diffusely-reflective coating.

59. (New) An illuminated signage system, comprising:  
at least one channel defined by a plurality of walls, a bottom surface, and a top, at least a first one of the walls being thermally conductive, the top comprising a translucent material;

at least one lighting module comprising a plurality of light emitting diodes (LEDs) arranged in series on a thermally conductive base;

wherein the at least one module is mounted on the thermally conductive first wall and arranged so that the LEDs do not directly illuminate the translucent top of the channel, and so that heat from the LEDs flows from the module to the thermally conductive first wall.

C3  
Cmt 60. (New) The signage system of Claim 59, wherein the at least one module comprises a plurality of LED packages and a circuit board, each package comprising an LED and at least one lead, the circuit board comprising a thin dielectric sheet and a plurality of electrically-conductive contacts disposed on a first side of the dielectric sheet, each of the contacts being configured to mount a lead of an LED package such that the plurality of LEDs is series connected.

61. (New) The signage system of Claim 60, wherein the circuit board is generally planar and comprises a generally flat mounting surface so that the module has a low profile when mounted on the first wall.

62. (New) The signage system of Claim 60, comprising a plurality of modules arranged along the thermally conductive first wall so that the LEDs do not directly illuminate the translucent top.

63. (New) The signage system of Claim 62, wherein the plurality of modules are arranged electrically in parallel relative to one another.

#### COMMENTS

In response to the Office Action mailed April 24, 2002, Applicants respectfully request the Examiner to reconsider the above-captioned application in view of the foregoing amendments and the following comments.